

Field Sales Pricing

Database as of NOV 05 1993

| | | | | | 4 wk avg LOWEST DEEP | 4 wk avg LOWEST DEEP |
|--------------------|--|--|---|---|---|---|
| | 4 wk avg MARLBORO AVG NET PACK PRICE Tot | 4 wk avg MARLBORO AVG NET CARTON PRICE Tot | 4 wk avg BASIC AVG NET PACK PRICE Tot | 4 wk avg BASIC AVG NET CARTON PRICE Tot | DISCOUNT BRAND AVG NET PACK PRICE Tot | DISCOUNT BRAND AVG NET CARTON PRICE Tot |
| 1A0 BANGOR | 1.90 | 16.54 | 1.51 | 13.46 | 1.38 | 12.66 |
| 1B0 BOSTON | 2.04 | 17.82 | 1.38 | 10.81 | 1.52 | 13.68 |
| 1C0 HARTFORD | 2.04 | 18.69 | 1.63 | 15.31 | 1.58 | 14.93 |
| 1D0 RHODE ISLAND | 1.95 | 17.77 | 1.56 | 14.68 | 1.47 | 13.84 |
| 1E0 ALBANY | 2.08 | 18.13 | 1.63 | 14.46 | 1.59 | 14.18 |
| 1F0 SYRACUSE | 2.16 | 18.99 | 1.81 | 15.90 | 1.76 | 15.06 |
| 1G0 BUFFALO | 1.94 | 17.26 | 1.63 | 14.32 | 1.51 | 13.22 |
| 1H0 NEW YORK | 2.03 | 18.47 | 1.67 | 15.40 | 1.62 | 14.92 |
| 1I0 PHILADELPHIA | 1.74 | 15.98 | 1.40 | 12.98 | 1.34 | 12.51 |
| 1J0 HARRISBURG | 1.66 | 15.37 | 1.34 | 12.44 | 1.25 | 11.52 |
| 2A0 BALTIMORE | 1.89 | 16.22 | 1.50 | 13.35 | 1.39 | 12.44 |
| 2B0 WASHINGTON | 1.80 | 15.27 | 1.33 | 11.87 | 1.27 | 11.27 |
| 2C0 RICHMOND | 1.60 | 13.15 | 1.23 | 10.20 | 1.10 | 9.30 |
| 2D0 RALEIGH/DURHAM | 1.51 | 12.70 | 1.11 | 9.65 | 1.07 | 9.14 |
| 2E0 CHARLOTTE | 1.55 | 12.42 | 1.12 | 9.33 | 1.07 | 8.86 |
| 2F0 COLUMBIA | 1.54 | 12.89 | 1.16 | 9.85 | 1.07 | 9.16 |
| 2G0 GREENVILLE | 1.49 | 12.62 | 1.12 | 9.67 | 1.02 | 8.88 |
| 2H0 KNOXVILLE | 1.55 | 13.61 | 1.19 | 10.63 | 1.09 | 9.33 |
| 2I0 NASHVILLE | 1.56 | 13.84 | 1.23 | 10.91 | 1.13 | 9.97 |
| 2J0 ATLANTA | 1.55 | 13.65 | 1.23 | 10.84 | 1.12 | 10.15 |
| 2K0 BIRMINGHAM | #N/A | #N/A | #N/A | #N/A | #N/A | #N/A |
| 2L0 SAVANNAH | 1.55 | 13.51 | 1.18 | 10.55 | 1.04 | 9.54 |
| 2M0 JACKSONVILLE | 1.68 | 14.92 | 1.30 | 11.66 | 1.21 | 10.75 |
| 2N0 PENSACOLA | 1.64 | 15.22 | 1.31 | 12.15 | 1.17 | 10.85 |
| 2O0 ORLANDO | 1.80 | 15.58 | 1.39 | 12.52 | 1.31 | 11.93 |
| 2P0 TAMPA | 1.80 | 15.67 | 1.40 | 12.83 | 1.33 | 11.95 |
| 2Q0 MIAMI | 1.83 | 15.64 | 1.47 | 12.88 | 1.39 | 12.25 |
| 3A0 ST. LOUIS | 1.68 | 14.86 | 1.32 | 12.10 | 1.24 | 11.13 |
| 3B0 SPRINGFIELD | 1.55 | 13.93 | 1.20 | 10.78 | 1.12 | 10.08 |
| 3C0 PADUCAH | 1.56 | 14.23 | 1.22 | 10.91 | 1.19 | 10.39 |
| 3D0 MEMPHIS | 1.63 | 14.76 | 1.29 | 11.90 | 1.17 | 10.81 |
| 3E0 JACKSON | 1.65 | 15.29 | 1.32 | 12.29 | 1.23 | 11.37 |
| 3F0 LITTLE ROCK | 1.75 | 16.28 | 1.41 | 13.13 | 1.33 | 12.28 |
| 3G0 NEW ORLEANS | 1.56 | 14.30 | 1.26 | 11.44 | 1.11 | 10.42 |

2060167257

arun mkt data

| | | | | | | |
|---------------------------------|-----------------|------------------|-----------------|------------------|---------------------------------|------------------|
| 3H0 LAKE CHARLES | 1.65 | 14.46 | 1.32 | 11.56 | 1.12 | 10.38 |
| 3I0 DES MOINES | 1.89 | 16.13 | 1.53 | 13.33 | 1.45 ^{1.44} | 12.68 |
| 3J0 OMAHA | 1.85 | 16.36 | 1.48 | 13.29 | 1.35 | 12.04 |
| 3K0 KANSAS CITY | 1.61 | 14.18 | 1.29 | 11.08 | 1.11 | 9.59 |
| 3L0 TULSA | 1.64 | 14.53 | 1.35 | 11.78 | 1.19 [✓] | 10.24 |
| 3M0 OKLAHOMA CITY ^{Ne} | 1.73 | 15.28 | 1.37 | 12.21 | 1.23 ^{1.28} | 1.17 |
| 3N0 DALLAS/FT. WORTH | 1.87 | 17.11 | 1.51 | 14.16 | 1.44 | 13.57 |
| 3O0 MIDLAND | 1.88 | 16.91 | 1.51 | 14.02 | 1.40 | 12.69 |
| 3P0 ALBUQUERQUE | 1.71 | 15.45 | 1.37 | 12.41 | 1.24 | 11.30 |
| 3Q0 HOUSTON | 1.82 | 17.12 | 1.52 | 14.17 | 1.41 ^{1.32} | 13.36 |
| 3R0 WACO/TEMPLE | 1.91 | 17.37 | 1.55 | 14.39 | 1.48 | 13.44 |
| 3S0 SAN ANTONIO | 1.89 | 17.15 | 1.53 | 13.90 | 1.41 | 13.07 |
| 4A0 PITTSBURGH | 1.65 | 15.20 | 1.32 | 12.19 | 1.22 ^{1.26} | 11.28 |
| 4B0 CLEVELAND | 1.59 | 14.78 | 1.28 | 11.89 | 1.19 | 11.03 |
| 4C0 COLUMBUS | 1.65 | 14.88 | 1.33 | 11.98 | 1.22 ^{1.30} | 11.06 |
| 4D0 CINCINNATI | 1.61 | 14.22 | 1.28 | 11.09 | 1.19 ^{1.10} | 10.45 |
| 4E0 SAGINAW | 1.69 | 14.88 | 1.35 | 12.04 | 1.31 | 11.62 |
| 4F0 DETROIT | 1.74 | 15.44 | 1.38 | 12.42 | 1.32 | 11.79 |
| 4G0 GRAND RAPIDS | 1.65 | 14.86 | 1.32 | 12.07 | 1.23 | 11.39 |
| 4H0 TOLEDO | 1.61 | 14.49 | 1.26 | 11.42 | 1.15 ^{1.21} | 10.71 |
| 4I0 INDIANAPOLIS | 1.57 | 14.35 | 1.24 | 11.36 | 1.15 | 10.41 |
| 4J0 LOUISVILLE | 1.43 | 12.63 | 1.09 | 9.59 | 0.94 | 8.42 |
| 4K0 LEXINGTON | 1.43 | 12.90 | 1.09 | 9.89 | 0.94 | 8.18 |
| 4L0 CHICAGO | 2.01 | 17.79 | 1.61 | 14.46 | 1.55 | 13.83 |
| 4M0 PEORIA | 1.83 | 16.86 | 1.51 | 14.03 | 1.40 ^{1.38} | 12.92 |
| 4N0 GREEN BAY | 1.89 | 16.69 | 1.51 | 13.82 | 1.44 | 13.10 |
| 4O0 MINNEAPOLIS | 2.10 | 18.44 | 1.68 | 14.71 | 1.60 ^{1.58} | 14.14 |
| 4P0 SIOUX FALLS | 1.72 | 15.81 | 1.40 | 12.55 | 1.29 | 11.19 |
| 4Q0 MILWAUKEE | 1.95 | 16.73 | 1.55 | 13.59 | 1.47 ^{1.53} | 13.11 |
| 5A0 ALASKA | 2.14 | 16.42 | 1.63 | 12.34 | 1.45 | 11.52 |
| 5B0 SPOKANE | 1.79 | 15.91 | 1.42 | 12.46 | 1.33 | 11.58 |
| 5C0 SEATTLE | 2.26 | 19.56 | 1.83 | 15.88 | 1.77 ^{1.62} | 14.86 |
| 5D0 PORTLAND | 1.93 | 15.94 | 1.42 | 12.47 | 1.36 ^{1.30} | 11.83 |
| 5E0 DENVER | 1.71 | 13.92 | 1.37 | 11.10 | 1.21 | 10.19 |
| 5F0 SALT LAKE | 1.85 | 16.15 | 1.44 | 12.42 | 1.33 | 11.70 |
| 5G0 PHOENIX | 1.65 | 13.87 | 1.29 | 11.19 | 1.17 | 10.04 |
| 5H0 SACRAMENTO | 1.91 | 16.59 | 1.61 | 13.60 | 1.50 | 12.76 |
| 5I0 SAN FRANCISCO | 2.03 | 17.48 | 1.64 | 14.19 | 1.52 | 12.77 |
| 5J0 FRESNO | 1.96 | 16.71 | 1.49 | 12.91 | 1.39 | 12.19 |
| 5K0 HAWAII | 2.41 | 20.97 | 2.00 | 17.67 | 1.93 ^{1.85} | 17.41 |
| 5L0 LOS ANGELES | 2.00 | 17.06 | 1.48 | 13.04 | 1.41 | 12.41 |
| 5M0 SAN DIEGO | 1.99 | 17.04 | 1.55 | 13.66 | 1.40 | 12.76 |

2060167258